



Coventry City Council

Report

To: Health and Wellbeing Test and Trace Sub Group

Date: 3rd August 2020

From: Valerie de Souza, Consultant Public Health

Title: Test and Trace Engagement and Participation Community Champions Approach

Aim

To harness and support our existing community leaders to become 'Community Champions' who will work with us to promote clear messages around 'how to stop COVID spreading' and who are informed around Test and Trace and how people can access this.

Context

The Champions will assist the Engagement cell in their work to both relay messages and feedback valuable community intelligence. This approach will be complimented with discussion forums on Lets Talk Platform as well as many forms of communication.

What is a Community Champion?

Community Champions are existing leaders in their local area. They will hopefully work with us to spread health protection messages, highlight to us incorrect advice and will also be available to support their communities by giving up to date guidance and reassurance.

Community Champions will also feedback challenges in their communities in real time to shorten delays of information to Coventry City Council and allow colleagues to mobilise more efficiently and effectively. Overall this shortened feedback delay will help the test and trace programme work more effectively to reduce the spread of COVID19.

The Community Champions will also give frank and honest feedback on communications messages and work with us to design tailored communications products

Coventry - Community Champions

Coventry city is blessed with many community leaders – we will work with existing community leaders as they have trusted relationships within their communities.

The remit of the community champion is not ridged, this approach has been designed so that it can accommodate any level of help a community champion feels they can give, from simply spreading the word via their own social media to working intensively with us to shape our leaflets and social media.

Training and awareness raising will be given (as detailed below) as well as regular catch ups (virtual) booked in.

1 Training to be given to willing community champions

To be delivered via a group video conferencing call or online powerpoint:

1. What is COVID19 and what are the Symptoms?
2. How Does COVID19 spread?
3. How can we prevent COVID19 spreading?
4. How to access testing for COVID19 and why this is essential?
5. What do to if the test comes back negative, but the person has symptoms of COVID19?
6. How best to communicate with CCC your concerns about COVID19?

2 Additional Information:

All information will be available on line and hard copies/physical media available on request

1. Access to the training powerpoint
2. Physical media – posters/leaflets
3. Link to document of frequently asked questions and how best to answer
4. Link to myth busting document
5. Link to the latest daily government advice on COVID19.

3 Catch Ups

A regular meeting can be arranged via video conferencing/phone calls to create a dialogue with the community answer any questions and gain feedback/insights on how best to support the community.

Community Champion Recruitment

To date we have over 160 community champions signed up 160 these represent all communities within Coventry including Migrant Health Champions, Yong Peoples Champions, Champion via the CCG, and many from BAME communities.

For additional Information or offers of support please contact
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